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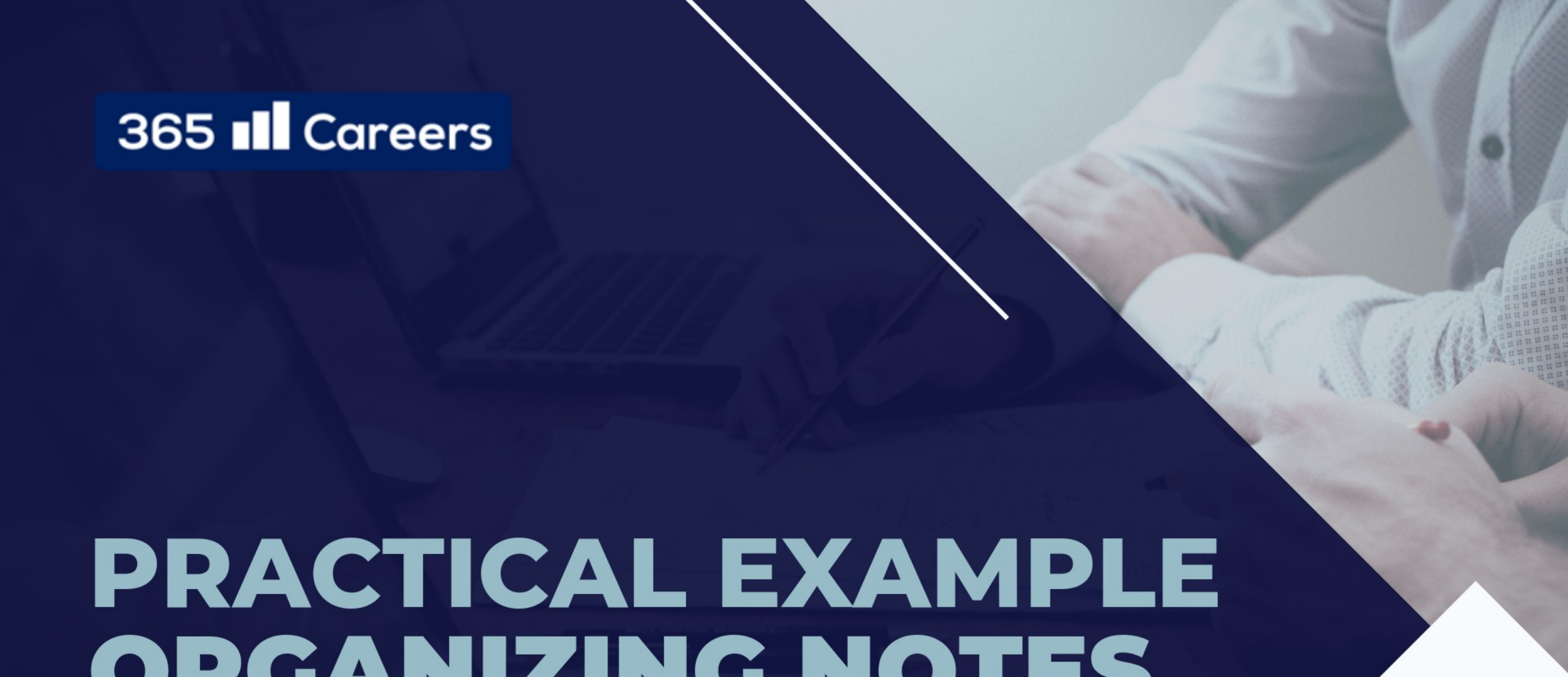

PRACTICAL EXAMPLE ORGANIZING NOTES

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Notes Summary

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APPAREL AND FOOTWEAR

- Fashion trends have a significant impact on sales and due to the seasonal nature clothing attracts lower margins than other categories
- “Fast fashion” is impacting this sector as high street emulates designer wear

PERFUME & COSMETICS

- Provide a convenient option for diversification also thanks to low barrier to entry. Main drivers of growth are new products/markets and the expansion of customer base
- Men and younger customers are becoming interesting targets for the expansion. Products for men are driven by sports, fitness. Young are highly fashion literate and susceptible to marketing

LEATHER GOODS

- Accessories are the “must have” items with high margins. Trend moves towards even greater exclusivity
- Handbags are the most important goods category, real “iconic” products, with long waiting lists. Trends move away from heavily logoed products due to the easier counterfeit

JEWELLERY & WATCHES

- For jewels, seasonal renewal of product move to better differentiate product offers. Younger and fashion consumers with high disposable income are targeted
- For watches, precious metals, new features and designs enable further differentiation for “premium” brands

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Practice here!

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